

NEW MEMBERSHIP CATEGORIES TO TAKE EFFECT IMMEDIATELY FOR NEW MEMBERS AND NOVEMBER 15TH, 2021 FOR CURRENT MEMBERS

Premium Membership	Organizations that are directly involved in, or have an interest in, the Digital marketing economy of MENA with possibility to stand for election to the board.
General Membership	Organizations that are directly involved in, or have an interest in, the Digital marketing economy of MENA with possibility to lead a sub-committee and participate in the general assembly decision process.
Associate Membership	Organizations that are directly involved in, or have an interest in, the Digital marketing economy of MENA willing to participate in sub-committees and councils.
Special Membership	All other entities and individuals that do not qualify for any of the other membership categories and whose benefits and annual membership fee will be determined by the board.

Updated Oct 6th, 2021

BENEFITS PER MEMBERSHIP CATEGORY

Benefit	Premium Membership	General Membership	Associate Membership	Special Membership
Stand for election to the board	✓	✗	✗	
Vote to elect board members (1 vote represents the member company)	✓	✓	✗	
Vote on General Assembly Decisions	✓	✓	✗	
Contribute towards the future evolution of the IAB (consultative sessions)	✓	✓	✗	
Participation in board committees	✓	✗	✗	
Participation in sub-committees	✓	✓	✓	
Lead a sub-committee	✓	✓	✗	At Board Discretion
Participation in councils	✓	✓	✓	
Access to the membership registry	✓	✓	✓	
Participate in invite-only events held by the IAB	✓	✓	✓	
Participate at the General Assembly	✓	✓	✓	
Active support in Networking and Introductions	✓	✓	✓	
Access to IAB studies, releases, white papers	✓	✓	Limited	
Access to courses and training material	Limited	Limited	Limited	
Access to webinars and events	Limited	Limited	Limited	

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